

# HERTS BIG DAY OUT

17th September to 14th October 2022

## Herts Big Day Out 2022 FAQ

2022 will mark the 16<sup>th</sup> year for our Herts Big Day Out event and we hope this year will be another hugely successful campaign, but we cannot do this without your support. The campaign is open to all Herts tourism businesses to participate in, and we hope you can join us as we showcase and celebrate all that is great about our county.

### **What is Big Day Out?**

Big Day Out campaign is all about celebrating Herts tourism offer, giving local residents the opportunity to win free tickets to the array of places to visit and things to do on their doorstep. They can then recommend them to their friends and family, turning them into the very best tourism ambassadors for our region. Our campaign activity this year will run from **17<sup>th</sup> September to 14<sup>th</sup> October 2022**.

### **Why should I get involved?**

Big Day Out is a tried and tested campaign that reaps benefits for tourism businesses. We know that many residents do not visit the places on their doorsteps and the Big Day Out gives them the opportunity to do this, for FREE. Residents will be given the opportunity to explore attractions that they might not have otherwise visited and to discover nearby hidden gems. Big Day Out also instils a sense of pride in their home county and will inspire them to share their enthusiasm with visitors, friends and family.

The 14<sup>th</sup> Kent Big Day Out in 2019 was a huge success. 138 tourism businesses donated more than 18,000 pairs of tickets and experiences, resulting in over 296,000 applications for the free tickets in the online ballot. The website received more than 1.4 million page views and our press coverage reached nearly 800K people, providing participating businesses fantastic free exposure.

As a result of getting involved and offering tickets for your business, you will also have access to those that successfully win tickets and have opted in to hear more from your business, securing GDPR-compliant visitor information for future marketing.

### **How are tickets allocated?**

The Big Day Out is hosted online at [Hertsbigdayout.co.uk](http://Hertsbigdayout.co.uk). Visitors are encouraged to browse and apply for tickets from the wide range of attractions and venues that have participated. Tickets are only available to people living in Herts (the system works via postcodes) and only to residents over the age of 18. Residents can apply for one pair of tickets per household (some family tickets are available).

The ballot will be open between **15<sup>th</sup> August to 6<sup>th</sup> September 2022**. The system randomly selects winners for attractions from those who have applied. If residents are successful for one attraction, they will be removed from the ballot for any other attractions they have applied for – they can only win tickets for one attraction. Everyone who enters the ballot will receive an email, notifying them whether they have been successful or not. If successful, they will be sent an email with a link to their ticket, which they must download, print, and take along to the attraction with them.

### **How many tickets should I offer?**

The number of tickets offered is optional, but we have provided guidelines for tickets based on annual footfall. You should bear in mind that, on average, for smaller attractions only about half of ticket holders turn up, so not all tickets will be used. You may wish to offer more than you expect to be redeemed to ensure a good turnout.

#### Visitor numbers:

over 100,000 = 500 tickets

over 50,000 = 250 tickets

over 20,000 = 150 tickets

over 10,000 = 100 tickets

over 5,000 = 50 tickets

under 5,000 = 20 tickets

### **Do I have to offer tickets for the whole redemption period, or just for the first weekend?**

You can offer tickets for all or part of the event. You also have the opportunity to offer tickets on a completely different date if this year's Big Day Out dates are not suitable. It is your choice how you want to manage the promotion. Just be sure to make the valid dates clear in the Redemption Information field.

### **Due to the pandemic I now have a booking system for access to my attraction, can I still take part?**

Yes, you can still take part in the Big Day Out. If you need people to pre book either by phone, email or online, then you can add the necessary instructions in the Redemption Information field.

### **My venue is free entry, can I still take part?**

Yes. If your venue is already free to enter, we will be showcasing all our free attractions to our visitors, especially those that are not lucky enough to win a ticket. You can be included in this section without having to devise an alternative ticket offer as this has been the case in previous years.

### **My venue will not be open– can I still take part?**

Yes – depending on your operation you might invite a small number of people to a special exclusive opening or you can offer tickets valid for a date once you are open (but still in the early part of your season).

**What is the timeframe?**

Businesses can sign up and offer tickets via the Big Weekend website until **Sunday 14th August**. The ballot will go live on **Monday 15th August**. Residents will then have three weeks to enter the ballot, with tickets issued in early September.

**What will happen during the event?**

Once the draw has taken place, you will be able to log back in to access and download the details of the visitors that have won tickets. These ballot winners will arrive at your venue with a printed ticket. You will be responsible for the visitor experience on the day, which would include the redemption of tickets and briefing your staff before the event to ensure a suitable welcome.

**What redemption rate should I expect on the weekend?**

Our experience is that there is an average redemption rate of around 60%. This alters depending on the type of attraction. The weather is also a big factor in determining redemption! You might therefore offer more tickets to ensure a good level of attendance.

**How can I promote the Big Day Out through my marketing channels?**

Participating attractions will be supplied with a marketing toolkit that will include sample copy, social media guidelines and logos. The more you spread the word the more you can build your data opt-ins!

**How can I get involved?**

If you took part in the Big Day Out in 2020 or 2021 you will be contacted by the Visit Herts team with the same offer that you provided last year, to see if you would like to offer the same again for this year. Once we've received confirmation from you, this will go live on the site, saving you precious time and admin. If we do not hear back from you, then your offer will be removed from the site. If you didn't take part last year and would like to get involved, please contact the [team here](#) who can help you get set up.

If you require further information about Big Weekend contact the team via email: [enquiries@visitherts.co.uk](mailto:enquiries@visitherts.co.uk)